MS. CLAIRE IWATSU

DATE: 9-3-91

RE: Philip Morris

---

1. I choose 烟 over 煙 simply because 烟 is more popular.

2. In addition to the targeted Hong Kong immigrant, 烟 works well with the people from PRC residing in New York. It has long been the standardized form in PRC for the word "cigarette". The Philip Morris people may be surprised by the number of the people newly moved here from PRC. Giving cigarettes for special occasions as gifts is commonly practised here. And the gift givers themselves are often smokers too.

3. The three are arranged in the order of my preference.

2070820005

Source: https://www.industrydocuments.ucsf.edu/docs/pykm0004